

Rep Order#	Ver#	Status	New	Traffic Order#	Printed:	08/09/2012 2:16 PM	1 of 3
6839842	1						

Last Received: 08/08/2012 4:55 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.
Advertiser () RIGELL FOR CONGRESS
Product SCOTT RIGELL
Estimate# 2724
Buyer Ben Angle
Phone#
Fax#

Agency () AMERICAN MEDIA & ADVOCACY GROUP
 815 SLATERS LANE
 ALEXANDRIA, VA 22314
Agency C/P1/P2/E 128/216/2724
Flight Dates 08/14/2012 - 08/20/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: RIGELL FOR CONGRESS SC=*

---REMARKS---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$8875
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/15-08/15	1	1	1	\$500.00	
Rating: 4.2												
	3	TU	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/14-08/14	1	1	1	\$125.00	
Rating: 2.1												
	4	TH	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/16-08/16	1	1	1	\$125.00	
Rating: 2.1												
	5	M	430A-5A	WAVY NEWS-430A<	:30	\$125.00	08/20-08/20	1	1	1	\$125.00	
Rating: 2.1												
	6	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/18-08/18	1	1	1	\$300.00	
Rating: 4.2												
	8	SU	7A-8A	WAVY NWS SUN7A	:30	\$400.00	08/19-08/19	1	1	1	\$400.00	
Rating: 4.8												
	9	SA	4P-6P	USGA AM CHAMP	:30	\$250.00	08/18-08/18	1	1	1	\$250.00	
Rating: 2.2												
	10	SU	4P-6P	USGA AM CHAMP	:30	\$250.00	08/19-08/19	1	1	1	\$250.00	
Rating: 2.2												

Rating: 4.2

Rating: 2.1

Rating: 2.1

Rating: 2.1

Rating: 4.2

Rating: 4.8

Rating: 2.2

Rating: 2.2

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/14-08/14	1	1	1	\$900.00	
Rating: 4.4												
	14	F	5P-530P	WAVY NEWS10-5	:30	\$900.00	08/17-08/17	1	1	1	\$900.00	
Rating: 4.4												
	16	TU	6P-630P	NBC NITELY NWS	:30	\$1,500.00	08/14-08/14	1	1	1	\$1,500.00	
Rating: 6.9												
	19	SA	7P-8P	ENT TONITE60 W	:30	\$200.00	08/18-08/18	1	1	1	\$200.00	
Rating: 2.0												
	20	SU	7P-9P	DATELINE	:30	\$900.00	08/19-08/19	1	1	1	\$900.00	
Rating: 5.6												
	21	TU	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	08/14-08/14	1	1	1	\$1,200.00	
Rating: 5.0												
	22	M	11P-1135P	WAVY NEWS10-11<	:30	\$1,200.00	08/20-08/20	1	1	1	\$1,200.00	
Rating: 5.0												

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---COMPETITIVE---

Market Totals	\$21,646	CATV 0%	WAVY 41%	WGNT 1%	WPXV 0%	WTKR 21%
		WTVZ 2%	WVBT 11%	WVEC 24%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE